

Launch Readiness
Order details**

Beverages

1) **SECTOR/SPACE PLACEMENT**
Incremental to GTQ/G Zero Space
Next to Electrolyte Where Sold

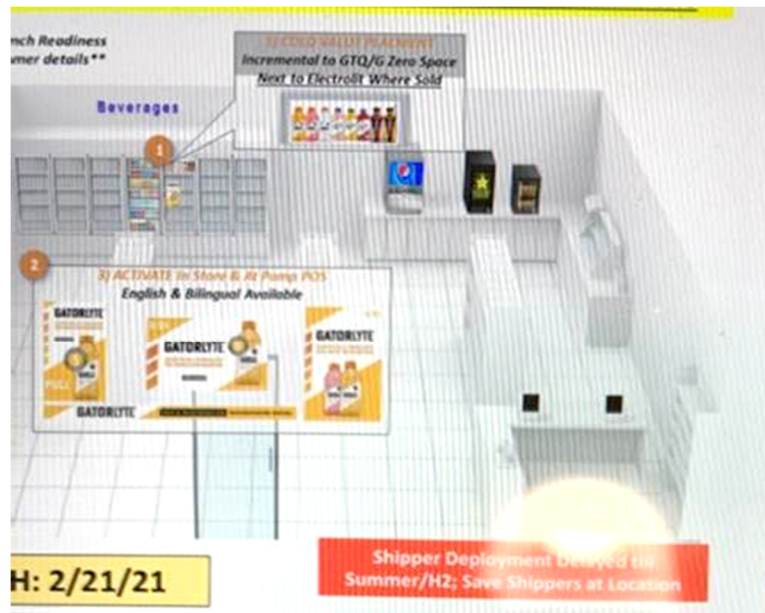
2) **ACTIVATE in Store & At Pump POS**
English & Bilingual Available

**Shipper Deployment Delayed till
Summer/H2; Save Shippers at Location**

H: 2/21/21

GATORLYTE Launch Check List

- ☐ 1) Incremental Cold Space to Existing G Space
 - Next To or In Place of Electrolyte Where Sold
- ☐ 2) Activate POS to Drive Shopper Awareness, at least 1 – 2 POS elements per store
 - Locations Order via West Print Shop
 - Static Cling
 - Rail Strip
 - Push/Pull
 - Pump Topper
 - Case Card
 - Pole Sign
 - Table Tent
 - Window Mesh
 - Order Link:
 - <https://pepsiprintstudios.com/>



PRODUCING GATORLYTE, A NEW SPORTS DRINK SCIENTIFICALLY DESIGNED TO DELIVER RAPID REHYDRATION

RAPID REHYDRATION

SCIENTIFICALLY FORMULATED

5 ELECTROLYTE BLEND

LOWER SUGAR

NO ARTIFICIAL FLAVORS OR SWEETENERS



- Athletic Occasion:
 - When hydration is the sole priority (vs. performance)
- Optimized formula for faster absorption
- 5 Electrolytes Blend:
 - Sodium,
 - Chloride,
 - Potassium,
 - Magnesium,
 - Calcium

LAUNCH: 2/21/21